

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD
SEPTEMBER 19, 2002**

Mr. Bain Farris, Chairman called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00 p.m., in the 2nd floor Conference Room of the ISTA Building, 150 West Market Street.

The following Executive Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Karla Sneegas, MPH, Executive Director
Dr. Greg Wilson, Vice Chairman (Ex-Officio)\
Richard Huber, MD
Richard Feldman, MD
Steven Jay, MD
Matt Steward for Steve Carter (Ex-Officio)
Janet Corson for John Hamilton (Ex-Officio)
Michael Blood, MD
J. Michael Meyer
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
James Jones
Mohammad Torabi, PhD
Peggy Voelz
Allen Snell, MD
Robert Keen, PhD

The following Advisory Board members were present for all or part of the meeting:

Cecilia Williams
Arden Christen, DDS
Diane Swanson

The following Executive and Advisory Board members were not in attendance:

Alice Weathers
Robbie Barkley
Steve Simpson, MD
Patricia Hart
Olga Villa Parra (Advisory Board)
Kiki Luu (Advisory Board)
Heather McCarthy (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Nadine McDowell (Advisory Board)

Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)
Kate Taylor (Advisory Board)
Steve Guthrie (Advisory Board)

Agency Staff in attendance;

J.D. Lux, Deputy Director & General Counsel
Anita Gaillard, Director of Community Programs
Celesta Bates, Chief Financial Officer
Miranda Spitznagle, Director of Program Evaluation
Phil Lehmkuhler, Director of Contract Management & Human Resources
Becky Haywood, Executive Administrative Assistant
Kristen Kearns, Administrative Assistant
Dan Morgan, Regional Program Director for Southeastern Indiana
Lori Peterson, Director of Minority Programs
Jack Arnett, Regional Program Director for Northern Indiana
Mary Lowery, Regional Program Director for Central Indiana
Karen O'Brien, Regional Program Director for Southwestern Indiana
Julia Searle, Fall Intern

Others in attendance;

Margaret Davidson, MZD
Alpha Garrett, MZD
Stacy Harbaugh, IYG
Chuck Gose, American Cancer Society
Harry Davis, MZD
Penny Davis, ISEP
Darla Shields, MZD
Steven Key, Hoosier State Press Association
Sarah Ray, AIR
Doug Evans, AIR
Gurinder Hohl, MCHD
Kelly Alley, Smokefree Indiana
Susan Sheridan, Martin University
Louise Pulanski,

Mr. Farris called for approval of the minutes of the July meeting. Motion to approve the minutes with no corrections was made by Dr. Blood, seconded by Dr. Keen. Motion approved.

Mrs. Bates gave a financial report for the period ending August 31, 2002. Motion to approve the financial report as given was made by Dr. Feldman, seconded by Dr. Keen. Motion approved.

Evaluation Report:

Dr. Jay gave the evaluation report. The evaluation committee met this morning and received a presentation from Louise Polansky concerning Synar data. Dr. Jay went on to say that he had some good news. Indiana is at 19.4% noncompliance, which puts us under the 20% threshold where our state needs to be to prevent losing a rather large sum of money. There has been a significant decrease in noncompliance since 1996. Dr. Jay noted that this seems to be good evidence that the decrease is a result of increased activities of TRIP and excise police, and obviously the funding through this partnership with ITPC is contributing to this as well.

The evaluation committee also approved and forwarded to the Board, a proposal (included in the packets provided to the Board), regarding a Resolution about the FDA overview of tobacco. Dr. Jay stated that Mr. Lux would be discussing the Resolution in more detail, later in the meeting.

The third item on the Evaluation Committee's agenda today was a review by AIR, the evaluation team that is working with ITPC. Dr. Jay said that it was an excellent overview of lots of work that [AIR] has been about for the last several months. It was an excellent update of the major thrust of the very important evaluation program that this board addressed and initiated at an earlier meeting.

The last item Dr. Jay mentioned was the series of fact sheets included in the packets provided to the Board. Dr. Jay said these fact sheets, which were created by ITPC within the last several months, have really become a resource for facts and figures about tobacco use in the State of Indiana. Dr. Jay urges everyone to please share this information with colleagues and others, as they are terribly helpful. He closes by commending Mrs. Spitznagle for bringing this information to the Board.

Mr. Lux begins by addressing a Synar issue that the Evaluation Committee heard about this morning. No action was taken because it is a funding issue, which is why Mr. Lux wanted to talk about it with the Board today. The Synar study is a federal mandate on The Division of Mental Health and the FSSA, to conduct a statistical study to determine some percentage of whether retailers were selling tobacco to minors in the State of Indiana. This study has been conducted since the early to mid 1990's; the most current results of that study are that the noncompliance rate is 19.4%. At one time back in 1996 or so the noncompliance rate was as high as 40%; it has gradually come down over the years. The Synar law sets targets for states to achieve, and if these goals are not achieved, the federal government could impose a penalty of 40% of the SAPT Mental Health Block Grant, which is possibly the majority of federal funds that flow to the Division of Mental Health and Addictions. FSSA has to pay for the cost of the study out of their state dollars. A handout was provided outlining the SYNAR Funding Proposal. The total amount of funding requested is \$69,000. The budget for the SYNAR study would be as follows, \$36,000 would be for ATC and Excise Police, \$21,000 would be for the Governor's Commission for a Drug Free Indiana, and \$12,000 would be for the IU-Prevention Resource Center. ITPC will execute MOUs with ATC and FSSA to transfer

funds. The funds used would come from the Enforcement line item within the ITPC budget. Motion to approve the SYNAR Funding Proposal made by Mr. Jones, seconded by Dr. Snell. Motion approved.

Mr. Farris opened the floor for discussion. Dr. Blood asked if the money that goes to the Excise police is mostly for time, and what the cost is for the Excise police for this study. Mrs. Davis said that yes it is all for inspection time, it is completely the officers out there, there are no administrative costs, it is only for what the officers are paid. Dr. Blood asked if the money was to pay for additional officers or if it was for overtime for the officers. Mrs. Davis answered that it was overtime pay for officers.

Dr. Huber asked how the Governor's Commission fit into this picture. Mr. Lux said that it is his understanding that the Governor's Commission helps facilitate the teams to do the compliance checks with the officers. He went on to say that they also help provide the adult supervisors for the minors. Mrs. Pulanski added that the adult supervisors and the minors are also paid for their time. Mr. Lux added that Mrs. Sneegas had reminded him on how to convince the federal government to use TRIP data to create the SYNAR study. Dr. Huber said that as a member of the Evaluation Committee, he left today's meeting confused on how SYNAR can benefit ITPC. Mr. Lux said that if numbers could be consolidated, the state would benefit. Mr. Farris added that this, if nothing else, gets us to the table, and that this is clearly a tobacco control/tobacco prevention function. Dr. Jay also noted that access of tobacco to the minors has to be reduced a lot to make a difference and work.

Mr. Steward asked if SYNAR has any "teeth". Mrs. Corson said that TRIP is enforced, however, SYNAR is not. Mr. Steward suggested that since there are no "teeth" in this SYNAR issue, that the noncompliant be published in local newspapers. Dr. Blood commended Mr. Steward for his "outstanding" idea, and made a motion that ITPC, as part of their marketing and advertising, publish the SYNAR compliance in local media. Dr. Keen seconded the motion. Motion approved.

TRIP violations are now on TRIP web page. Dr. Keen noted that work with our local coalitions is needed.

Dr. Huber asked if it was possible that when we have requests for money of any kind, that the Board be notified before the meeting.

Action Items:

2003 Board Meeting Dates:

A schedule of the 2003 Board Meetings was included in the packets provided to the Board. Mr. Farris said that he and Mrs. Sneegas are working towards quarterly meetings, but they decided that 2 meetings during the sessions are necessary. The schedule is as follows; January 16, 2003; March 20, 2003; May 15, 2003; August 21, 2003; October 16, 2003. Dr. Blood pointed out that the January 2003 meeting is only 5 weeks after the

December 2002 meeting. Mr. Farris said that the January and March meetings would not be as multi-issued as most of our meetings are. Mr. Steward added that this is a big funding time, and that the timing of that meeting was very crucial. Dr. Blood agreed, saying that the timing is appropriate because of the legislative session. Motion to approve the new schedule was made by Mr. Jones, seconded by Mrs. Corson. Motion approved.

Funding Recommendations:

A report for funding recommendations was given by Mrs. Gaillard. Mrs. Gaillard recommended 4 counties for approval with modifications. Mrs. Gaillard directed the Board to page 27 in the new Annual Report. She noted that the diagram shows the progression, and all of the hard work, as the 4 counties recommended for approval, are the last community based counties not yet funded.

Community Based Partnership Applications Recommended for Approval with Modifications:

Clinton County – Area IV Agency on Aging & Community Services
Grant County – Trinity House/ St. Joseph Hospital and Health Center
Starke County – Starke County Drug and Alcohol Prevention Committee
Whitley County- Whitley County Drug Free Indiana

After these applications have been approved, all 92 community based counties will be funded. Mrs. Gaillard added that these counties would be funded on the same time line as all the other community based counties. A motion to approve the above counties was made by Dr. Blood, seconded by Dr. Snell. Motion Approved.

Mrs. Gaillard also mentioned that of the 9 no funded minority-based counties, our staff has made contact with 7. She recognized all of the Regional Directors for all of their hard work in getting all of these counties funded.

Biennial Budget Discussion:

Mr. Farris began the Biennial Budget Discussion, by saying that he along with Mrs. Bates, Mrs. Sneegas and Mr. Lux had a very cordial meeting with Marilyn Schultz last month to talk about our budget situation, and the state's budget situation. Mr. Farris said that they are truly between a rock and a hard place; they are looking for dollars everywhere. This will definitely be a tough battle. Mr. Farris said that Mrs. Schultz asked what did he think would happen if funding was given to Tobacco Cessation, but not given to our school systems. Mr. Farris said that he didn't think this should be an either/or issue. He went on to say that the meeting could not have gone better; Mrs. Schultz was very receptive to ITPC's message.

Dr. Huber asked what's Mr. Farris's sense as to what leadership will do. Mr. Farris said that it is very clear how one department of the state government is greatly affected by what the Governor thinks. He also said that he feels we will get the needed support. This is a political football. Dr. Jay's comment was that tobacco control, for Indiana, is all

about the economic welfare of this state. He went on to say that what we are doing is very relevant to the fiscal issues of the state, and the data regarding this is overwhelming.

He asked should we spend a little money to develop a specific business case for this agency to drive home the message that we really are talking about the economic welfare of the state. Mrs. Sneegas made the point about the connectivity to FSSA and the Department of Mental Health and several other budget line items in the state. She thinks that it is a great idea. What we have to do is make the case that of all the funds we have 1300 local partners who need to talk to their local legislators to make the case. Mr. Farris added that this is not just about hard work, and it is not a line item, it is an investment and a great idea. It is important that we use grass roots communications. Dr. Keen's Senator asked him to write an editorial to the local paper about what Dr. Jay was talking about. Dr. Huber agreed. Dr. Jay moves that the agency develop a business case that would be designed to at least policy makers that we are really talking about the economic welfare of the state. Seconded by Dr. Huber. Motion approved.

Comprehensive Cessation Strategy:

This week, Mrs. Sneegas and Dr. Jay attended a meeting that was one of several held all over the nation by the CDC and the American Legacy Foundation, to discuss cessation strategies and more specifically, quit lines. The meeting was on Tuesday, and Mrs. Sneegas and Dr. Jay were among people from Ohio, New Jersey, Illinois, North Carolina, and Kentucky. Prior to this meeting, CDC held a one-day workshop in Indiana to explain the most recent scientific evidence regarding best practices for cessation strategies. This information is compiled into a document that the CDC has issued called "The Guide to Community Preventive Services: Tobacco Use Prevention and Control" and was published in the American Journal of Preventative Medicine, which is included in all Executive Board member packets. Mrs. Sneegas provided a review of "The Guide to Community Preventive Services" and explained where the ITPC program is in regard to the recommendations provided in the guide. Based on this analysis, Mrs. Sneegas recommended that the Executive Board give consideration to next steps that staff should take to address the need for a comprehensive cessation quit line for community to use in combination with their local efforts.

Dr. Blood moved to institute a 6-month web based quit line at \$20,000 as soon as possible. Seconded by Mr. Jones. Motion approved. The board will reevaluate the web-based strategy at the after a 6-month trial period.

Dr. Jay moved to authorize the staff to begin development of a RFP, consistent with Department of Administration guidelines, to create a statewide telephone quit line. Seconded by Dr. Torabi. Motion approved

Sponsorships Update:

Mr. Lux said that Mrs. Davidson would be joining him to help discuss application guidelines, selection criteria and our current sponsorships. ITPC works very closely with

MZD on many of our sponsorships. Mrs. Davidson spoke about a handout from Mr. Lux that is a synopsis of a document received last September. This was actually passed one year ago this month by the Board. The Board gave Mrs. Sneegas and Mr. Farris the authority to make executive decisions on funding requests under \$10,000. Mrs. Davidson said that these are guidelines for staff and the marketing team to look at when we received proposals for sponsorships. What is primarily looked at is how the sponsorships relate to the mission statement, and 2005 Objectives. All potential partners will receive this handout, so they can decide if they even fit our criteria before applying.

Mr. Farris noted the great work being done by MZD, and that he doesn't look at MZD as just advertising. It is about the coordinated effort to get our message out; he went on to thank the staff and MZD.

Mrs. Davidson spoke about the Indiana State Fair's first annual No Tobacco day. She said that it made a huge statement throughout the state. This message was spread through media, news clips, and signage by every door to every building. The sign read "Live without tobacco". There was a lot of state and community leverage. It was a very educational day. It is important to make a point to say, that you can't smoke in this building. Even though there were still people smoking that day, it was startling how many people actually quit smoking that day. Youth Advisory Board was out at the fair surveying kids under 18, and adults surveyed 18 and over.

The State Fair Board was very favorable. It was a no-lose situation. Bill Stinton wanted to be present at the meeting to thank all of the hard work, though he was unable to attend. The State Fair Board is ready and excited to begin working on next year's fair. This has also encouraged some county fairs to have smoke free days as well. One of the counties that have already made this a reality is Bartholomew County thanks to the help of Mrs. Voelz.

Indiana Sports Corporation:

This quarter through out 2002, there are 4 specific events that ITPC will be involved in. The first of the four was the World Basketball Championship held in Indianapolis. Mrs. Davidson noted that this was an interesting event in that it wasn't just Indiana based. It was also involving FIBA, which is the International Basketball Federation. Mrs. Davidson, Mrs. Sneegas and Mr. Lux attended the press conference, and met the Executive Director for FIBA, he is from Germany, and in very broken English, he commended ISC and ITPC for taking a stand on tobacco use with athletes, and specifically with youth.

The second event is the Corporate Challenge Program that through corporations in central Indiana helps promote a healthy and tobacco free lifestyle.

The third event is the Payback Classic. Peyton Manning has taken on this event. He is hosting and promoting a tobacco free lifestyle to young football players. Mr. Manning has also agreed to allow us to record him to help spread the tobacco free message.

The last of the four events for the 2002-year is the Circle City Classic. It is run by ISC and IBE. Mrs. Davidson said that she will be meeting with IBE and ISC later on this afternoon, and that this is much more than a billboard or print ad. It is about getting the message out there.

Staff Updates:

Mrs. Sneegas gave the staff update, and she started with our biggest highlight, our Annual Report. Mrs. Sneegas said that we are looking to use this Annual Report as an educational piece. It shows tangible steps. She asked for everyone to take a look at page 27; it shows the progress that the board has made possible.

Rick Stoddard has been making several visits, by the end of March 2003; he will have visited 35 counties. The feedback from the schools has been phenomenal. He will be back for a two-week stint in late October thru November. We are trying to get him into counties that may be hard to penetrate with media alone.

In late August, we hosted 2 CDC workshops, and had 90% partner participation.

The next trainings are the Regional Evaluation Workshop. There will be one in South Bend, Terre Haute, Sellersburg and 2 in Indianapolis.

Alpha Garrett has recently joined MZD and is the link to all of our partners.

We also have a new fall intern, Julia Searle. She is a student of Purdue University.

Dr. Torabi said the staff should be commended for the work and accountability that they have shown over the last two years.

Legislative Update:

Mr. Lux presents the Board with a proposal for Resolution 2002-02, which is in support of Congress granting FDA authority of cigarettes and other tobacco products. Mr. Lux read the entire Resolution. Motion to approve made by Dr. Keen, seconded by Dr. Torabi. Motion approved.

Mr. Lux distributed the "2003 Legislation Indiana Tobacco Use Prevention and Cessation Executive Board. Dr. Blood said that he thought item #2 was outstanding. Dr. Feldman suggested that we add that Communities cannot regulate sale and promotion of tobacco. Mr. Steward asked that it go on record that The Attorney General's office will abstain from supporting item #3 on the 2003 Legislation. A motion to approve the 2003 Legislation with additions was made by Dr. Feldman, seconded by Dr. Torabi. Motion approved.

Dr. Snell stated that he would like us to take a stand like Delaware, and be proactive/aggressive. He said we need to be moving that movement.

Dr. Feldman would like the staff to create a short document that we could use to articulate what we have accomplished, from the executive summary.

Mrs. Davis noted that the last 8 recruits would be graduating tomorrow.

Mrs. Alley announced the YTS Reports, and that Smoke free Indiana is funding 13 colleges to compliment our program.

Mr. Farris adjourned the meeting at 3:30 pm.